



**UNIVERSITI TEKNOLOGI MARA
MELAKA BRANCH**

**FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES**

**A STUDY ON THE IMPACT OF KOVACH THEORY ON
MOTIVATION ON THE EMPLOYEES OF PETRONAS
PENAPISAN TERENGGANU SDN. BHD.**

**PREPARED BY : SITI SALHA DUL HADI
810318-01-5830
2002606258**

MARCH 2004

TABLE OF CONTENTS

CONTENT	PAGE
DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
LETTER OF TRANSMITTAL	iv-v
1.0 INTRODUCTION	
1.1 Statement of the problem	17
1.2 Research questions	17
1.3 Research objectives	18
1.4 Scope of the research	19-20
1.5 Significant of the study	20-21
1.6 Limitations	21
1.7 Key terms/ concepts	21-22
2.0 LITERATURE REVIEW	
2.1 Conceptual / research framework	29-45
2.2 Hypothesis	46
3.0 RESEARCH METHODOLOGY	
3.1 Research Design	47
3.2 Sample Size	48
3.3 Sampling Techniques	48-49
3.4 Procedure analysis of data	49
3.5 Data Collection	49-50
4.0 FINDINGS AND INTERPRETATION	
4.1 Introduction	51
4.2 Background of Respondents and response of Kovach job-related motivational factors	51-69
4.3 Mean, standard deviation and ranking for the Kovach Motivational Factors	70-74
4.4 The Relationship between Kovach job-related motivational factors and the Respondents' Profile	75-94
5.0 RECOMMENDATION AND CONCLUSION	
5.1 A brief statement of the findings	95-96
5.2 Recommendations	97
5.3 Conclusion	98

6.0 REFERENCES / BIBLIOGRAPHY

vi- ix

APPENDICES

THE LIST OF TABLES

DECLARATION

I hereby declare that the work contained in this research report is original and our own except those duly identified and recognized.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Siti Salha Dul Hadi', is written over a horizontal dotted line.

(SITI SALHA DUL HADI)

ABSTRACT

Motivation is an inner desire to satisfy an unsatisfied need. From a business perspective, motivation is the willingness to achieve organizational objectives. Through the motivation process, employees go from need to motive to behavior to consequence to satisfaction or dissatisfaction. Managers have come to realize that a motivated and satisfied workforce can contribute powerfully to bottom-line of profits.

In this study, I choose factors from Kovach theory on motivation to the employees at Petronas Penapisan Terengganu Sdn Bhd (PPTSB), Kertih, Kemaman. Kovach stated that good wages, interesting work, discipline oriented, job security, good working conditions, promotion and organization growth, sympathetic help with personal problems are the factors that contribute to employees' motivation. Employees in PPTSB face challenging work because PPTSB is oil industries company that joint venture with other oil industry in other country. So that they have to have employees that give their full committed to their work.

For the purpose of this study, descriptive research was deployed in order to identify factors that contribute to motivation. Judgmental and convenience sampling has been utilized with 60 respondents as the sample size. But it is only 54 feedbacks of respondents. Self-administered questionnaire was used as the survey instrument besides interviews as the sources of primary data. Other reliable resources also served as secondary data. By using the analysis generated by SPSS (a computerized statistical software), results are analyzed and deduction being drawn. Looking at the result in data analysis and cross tabulation did hypothesis testing.